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Sony introduces the new VPL-HW45ES projector for a true home cinema experience, providing superior Full HD 3D picture quality

Sony has today announced the launch of a new Full HD 3D home cinema projector, the [VPL-HW45ES](#), which delivers incredibly sharp, crystal clear imagery for an unforgettable cinematic experience. Following on from the success of the [VPL-HW65ES](#), the new compact VPL-HW45ES projector incorporates Sony's advanced Reality Creation technology and acclaimed SXRD™ panel. These technologies offer users a clearer and more detailed picture, with better brightness, contrast and resolution as well as less background picture noise than the VPL-HW45ES's predecessor, the VPL-HW40ES. Ideal for those taking their first step into the home cinema market,

this cost effective projector fits neatly into any home theatre or living room, with quiet fan noise that won't disturb the show and a front-facing exhaust port for extra installation flexibility. The projector's long-lasting lamp has an extra-generous operation time of up to 6,000 hours, for fewer interruptions and reduced maintenance costs.

The demand for high image quality from projectors has been growing within the entertainment industry for many years, leading to Sony home cinema projectors seeing incredible advances for the living room. The VPL-HW45ES has the same design chassis as the VPL-HW40ES, but the internal technology has been completely upgraded. This new projector delivers crisp pictures and reproduces colours that are often lost in the packaging process, bringing you closer to the 1080p original with 1,800 ANSI lumens brightness. SXRDTM panels, along with Reality Creation and Motionflow features, give users the opportunity to project films in high cinematic quality in 3D and 2D, straight into their living rooms.

The compact size of the VPL-HW45ES enables flexible setup, with the front exhaust covering a wide range of installation opportunities. The projector is available in black or, following popular demand from customers, white. These neutral colours ensure the projector can deliver spectacular pictures whilst blending into a wide range of surroundings, minimising distractions. The VPL-HW45ES also benefits from a long-lasting lamp of up to 6,000 hours, a built in RF 3D transmitter and a USB update function to keep the device's firmware up-to-date with the latest software releases.

“Following the success of the VPL-HW65ES and the exceptional feedback we received from our customers, we've included its technological prowess and ground breaking features into the new VPL-HW45ES, making a great cinematic experience better and more cost effective than ever,” said Thomas Issa, Product manager for Home Cinema projectors at Sony Europe.

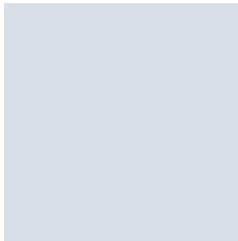
The new VPL-HW45ES projector will be available in May 2016. For more information, visit www.pro.sony.eu/products/projectors-homecinema.

For further information please contact Loic Malroux, PR Manager, Sony

Tel: +34 61740 56 03, Email: loic.malroux@eu.sony.com, website: www.pro.sony.eu

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$68 billion for the fiscal year ended March 31, 2015. Sony Global Web Site: <http://www.sony.net/>

Contacts



Sony Europe PR Team

Press Contact

PR Team

press@eu.sony.com